

## A SYSTEM AND METHOD FOR ONE TOUCH E-MAIL REPLY

### ABSTRACT OF THE DISCLOSURE

5       The present invention relates to a simplified electronic message response, such as an electronic mail (e-mail) response. According to an embodiment of the present invention, a sender may send an electronic message, such as an e-mail, that includes a main message and one or more options. The receiver may select any of the options, for example, by pressing a number on a remote control that corresponds to an option. Once an option has been selected, information related to the selected option, such as text explaining the selected option to the user, may be presented. The user can then indicate a desire to transmit the selected option. A reply e-mail is automatically generated and sent to the original sender, such as the advertiser.

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